

## WHAT IS CLAIMED IS:

1. A method for presenting editorial content items on a display device within the context of an electronic program guide, the electronic program guide operative to display information regarding programming available on a broadcast distribution network, the method

5 comprising:

receiving an editorial content index page and one or more editorial content items at a client device;

while the electronic program guide is displayed, selecting a control to present the editorial content index page on the display device, the editorial content index page comprising a set of one or more links to the editorial content items;

selecting a link to an editorial content item from the set of one or more links;

presenting the editorial content item on the display device.

2. The method of claim 1 wherein the editorial content item comprises graphics data and rendering the graphics data.

3. The method of claim 1 wherein the editorial content item comprises video data.

4. The method of claim 1 wherein the editorial content item comprises interactive program code and wherein presenting the editorial content comprises executing the interactive program code.

5. The method of claim 4 wherein the interactive program code comprises functionality that allows a client device to interact with a remote program code and data.

6. The method of claim 1 wherein presenting the editorial content item on the display device comprises:

determining a type of the editorial content item;

selecting a rendering program based on the type of the editorial content item; and

executing the rendering program to present the editorial content item on the

display device.

5           7. A method for presenting editorial content items on a display device, the method comprising:

presenting an electronic program guide operative to display information regarding programming available on a broadcast distribution network and a selectable editorial content control within the electronic program guide to present an editorial content index page;

10           presenting the editorial content index page on the display device within the context of the electronic program guide in response to a selection of the editorial content control, the editorial content index page comprising a set of one or more pointers to the editorial content items;

15           selecting a pointer to an editorial content item from the set of one or more pointers;

presenting the editorial content item on the display device.

8. The method of claim 7 comprising receiving the editorial content index page and one or more editorial content items at a client device on a periodic basis.

20           9. The method of claim 7 comprising receiving the editorial content index page and one or more editorial content items at a client device through a carousel distribution system distributing the editorial content index page and one or more editorial content items in a carousel fashion.

10. The method of claim 7 comprising:

exiting the editorial content index page; and  
presenting the electronic program guide and editorial content control upon exiting  
the editorial content index page.

11. The method of claim 7 comprising:

5 exiting the editorial content index page; and  
presenting a channel displayed on the display device when the step of presenting  
the electronic program guide is executed.

12. A method for presenting editorial content items on a display device, the  
method comprising:

10 presenting a surf guide configured to display program information concurrently  
with a tuned channel and a selectable editorial content control within the surf guide to present an  
editorial content index page;

presenting the editorial content index page on the display device within the  
context of the surf guide in response to a selection of the editorial content control, the editorial  
15 content index page comprising a set of one or more pointers to the editorial content items;

selecting a pointer to an editorial content item from the set of one or more  
pointers; and

presenting the editorial content item on the display device.

13. The method of claim 12 comprising:

20 exiting the editorial content index page; and  
presenting the surf guide and the editorial content control upon exiting the  
editorial content index page.

14. The method of claim 12 comprising:

exiting the editorial content index page; and

presenting a channel displayed on the display device when the step of presenting the editorial content index page is executed.

15. Computer readable media comprising program code, the program code  
5 capable of being executed by a microprocessor, the program code comprising a method for presenting editorial content items on a display device, the method comprising:

presenting an electronic program guide operative to display information regarding programming available on a broadcast distribution network and a selectable editorial content control within the electronic program guide to present an editorial content index page;

10 presenting the editorial content index page on the display device within the context of the electric program guide in response to a selection of the editorial content control, the editorial content index page comprising a set of one or more pointers to the editorial content items;

15 selecting a pointer to an editorial content item from the set of one or more pointers;

presenting the editorial content item on the display device.

16. A system for presenting editorial content items on a display device, the system comprising:

20 one or more editorial content items comprising, audio, video, and interactive data and combinations thereof;

an editorial content index page comprising a set of pointers to the one or more editorial content items;

presentation software operative to generate and present on a display device navigational controls and an electronic program guide, the presentation software further operative to display the editorial content index within the context of the electronic program guide and render the editorial content index page and one or more editorial content items on the display device in response to a selected user command.

17. A system for delivering editorial content to one or more subscribing broadcast networks, the editorial content items presented for use within the context of an electronic program guide, the system comprising:

one or more editorial content producers provided with a connection to a data network, the editorial content producers creating editorial content items;

an operations center provided with a connection to the data network, the operations center operative to receive the editorial content items via the data network from the editorial content producers and modify the editorial content items into a standard format for presentation within the context of an electronic program guide; and

one or more broadcast networks provided with a connection to the data network, the distribution networks operative to receive the modified editorial content items for distribution a subscribing customer and presentation within an electronic program guide.